



**NOTICE OF VACANCY
August 3, 2016**

POSITION: Digital and Social Media Coordinator

DEPARTMENT: Technology Services

SALARY: M4 \$23.79

**HOURS: Monday, Wednesday and Friday/ 18 hours per week/6 hours a day
May vary depending on need**

Statement of Duties: The Part-time Digital and Social Media Coordinator assists the Public Information Officer in creating, developing and implementing strategic communications and information on behalf of the Town through various communication outlets to diverse audiences.

Essential Functions:

The essential functions and/or duties listed below are intended only as illustrations of the various type of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, and/or a logical assignment to the position.

- Provides assistance with the integrated communications strategy for the Town incorporating website development, podcasts, media broadcasts, written materials, social media trends
- Coordinates publicity for town-wide planning and development of press conferences and press releases
- Collaborates with other municipal departments regarding social media sites
- Assists with the creation of in-depth, multi-media productions to highlight the Town's planning and economic development activities through website development, television, and social media
- Maintains contact with external public relations representatives to promote Framingham as a premier location to live, work, and play
- Assists with monitoring and maintaining current, relevant and accurate information on social media sites

Recommended Minimum Qualifications:

Education and Experience:

- Bachelor's degree in communication, public relations, marketing or related field and one to three years of experience or an equivalent combination of education, training and experience
- Experience in marketing, public relations, and/or other communication management required

Special Requirements:

- Microsoft Office, Adobe Creative Suite, Facebook, Twitter, GooglePlus, Hootsuite, YouTube, Instagram, HTML Coding, etc.

Knowledge, Abilities and Skill

Knowledge: Must possess knowledge of common policies, practices, and procedures of department and office operations. Some knowledge of laws and regulations pertinent to position functions within a municipal government.

Skills: Proficient verbal and written communication skills; Excellent interpersonal and customer service skills; computer, mathematical, recordkeeping, and clerical skills are required.

Abilities: Ability to interact effectively and appropriately within a fast paced municipal environment. Must be able to work independently with little supervision as well as multitask.

Physical and Mental Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the position's essential functions.

Physical Demands: Little or no physical demands are required to perform the work. Work effort is typical of a municipal office setting.

Supervisory Responsibility:

Supervision Scope: Performs various duties requiring a thorough knowledge of departmental operations and the exercise of considerable judgment to independently complete assigned tasks, and to analyze the facts or circumstances surrounding issues not clearly defined by established procedures.

Supervision Received: Works under the direction of the Public Information Officer/Web Master, generally sets own daily work plan; escalates questions or issues as necessary to supervisor.

Supervision Given: No supervisory role is involved with this position.

Confidentiality: Confidentiality is of the utmost importance. In accordance with the State Public Records Law, employee must protect confidential information of the department that she/he has such as law suits, client, and department records.

Accountability: The employee shall be held accountable for the consequences of errors, missed deadlines, and/or poor judgment.

Judgment: The employee must exercise good judgment as appropriate to apply the most pertinent practice, procedure, regulation, and/or guideline relative to job requirement.

Complexity: The work consists of a variety of duties which generally follow standardized practices, procedures, regulations or guidelines.

Work Environment: The employee performs work in an office setting subject to frequent interruptions. On occasion the employee may be required to work beyond normal business hours.

Occupational Risk: Risk exposure is similar to that found in a typical office setting.

Supervision Required: The employee carries out part-time work under the supervision of the Public Information Officer/Webmaster.

Please visit our website:

<https://ess.framinghamma.gov/MSS/employmentopportunities/default.aspx>

The Town of Framingham is an Affirmative Action Equal Opportunity Employer.